

Cibolo Trade Area Cibolo, Texas, United States Ring Band: 0 - 3 mile radius Prepared by Esri Latitude: 29.56162 Longitude: -98.22696

Top Tapestry Segments	Percent	Demographic Summary	2016	20
Up and Coming Families (7A)	25.1%	Population	36,130	41,
Soccer Moms (4A)	17.3%	Households	12,416	14,
Boomburbs (1C)	13.7%	Families	9,719	11,
Old and Newcomers (8F)	9.0%	Median Age	36.8	3
` ,				
Middleburg (4C)	6.9%	Median Household Income	\$81,309	\$88,
		Spending Potential	Average Amount	_
		Index	Spent	To
Apparel and Services		117	\$2,361.29	\$29,317,
Men's		116	\$464.00	\$5,760,
Women's		115	\$788.39	\$9,788,
Children's		124	\$398.83	\$4,951,
Footwear		117	\$502.50	\$6,239,
Watches & Jewelry		119	\$123.13	\$1,528,
Apparel Products and Services (1)		117	\$84.45	\$1,048,
Computer				
Computers and Hardware for Home	e Use	119	\$206.36	\$2,562,
Portable Memory		121	\$5.69	\$70,
Computer Software		116	\$14.99	\$186,
Computer Accessories		117	\$20.86	\$258,
Entertainment & Recreation		119	\$3,464.80	\$43,019,
Fees and Admissions		123	\$710.47	\$8,821,
Membership Fees for Clubs (2)		119	\$226.79	\$2,815,
Fees for Participant Sports, excl.	Trins	130	\$116.62	\$1,447,
Tickets to Theatre/Operas/Conce		114	\$60.30	\$748,
Tickets to Movies/Museums/Park		125	\$82.93	\$1,029,
Admission to Sporting Events, ex		118	\$62.87	\$1,029, \$780,
Fees for Recreational Lessons	kci. IIIps	130	\$160.24	\$1,989,
Dating Services		103	\$0.71	\$1,909, \$8,
		115	·	
TV/Video/Audio	m.i.o.o.		\$1,381.75	\$17,155,
Cable and Satellite Television Se	rvices	113 119	\$1,015.37	\$12,606,
Televisions			\$130.91	\$1,625,
Satellite Dishes	Diamana	141	\$2.06	\$25,
VCRs, Video Cameras, and DVD	Players	118	\$9.53	\$118,
Miscellaneous Video Equipment		133	\$10.25	\$127,
Video Cassettes and DVDs		116	\$21.41	\$265,
Video Game Hardware/Accessori	es	117	\$29.90	\$371,
Video Game Software		119	\$16.45	\$204,
Streaming/Downloaded Video		121	\$22.03	\$273,
Rental of Video Cassettes and D	√Ds	121	\$19.73	\$244,
Installation of Televisions		137	\$1.26	\$15,
Audio (3)		121	\$98.82	\$1,226
Rental and Repair of TV/Radio/Se	ound Equipment	103	\$4.04	\$50,
Pets		120	\$640.78	\$7,955,
Toys/Games/Crafts/Hobbies (4)		120	\$137.25	\$1,704,
Recreational Vehicles and Fees (5)		130	\$139.36	\$1,730,
Sports/Recreation/Exercise Equipm	ent (6)	125	\$206.71	\$2,566,
Photo Equipment and Supplies (7)		124	\$68.49	\$850,
Reading (8)		113	\$148.27	\$1,840,
Catered Affairs (9)		123	\$31.74	\$394,
Food		117	\$9,418.31	\$116,937
Food at Home		115	\$5,739.60	\$71,262
Bakery and Cereal Products		114	\$769.24	\$9,550
Meats, Poultry, Fish, and Eggs		115	\$1,274.37	\$15,822
Dairy Products		113	\$602.06	\$7,475
Fruits and Vegetables		115	\$1,101.63	\$13,677,
Snacks and Other Food at Home	(10)	116	\$1,992.30	\$24,736,
		119	\$3,678.71	\$45,674,
Food Away from Home				

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$8,547.77	\$106,129,173
Value of Retirement Plans	115	\$30,127.97	\$374,068,839
Value of Other Financial Assets	109	\$1,234.01	\$15,321,454
Vehicle Loan Amount excluding Interest	123	\$3,006.87	\$37,333,321
Value of Credit Card Debt	116	\$661.65	\$8,215,018
Health			
Nonprescription Drugs	114	\$141.51	\$1,757,002
Prescription Drugs	114	\$476.36	\$5,914,457
Eyeglasses and Contact Lenses	114	\$102.12	\$1,267,860
Home			
Mortgage Payment and Basics (11)	128	\$10,973.60	\$136,248,166
Maintenance and Remodeling Services	122	\$2,147.81	\$26,667,227
Maintenance and Remodeling Materials (12)	126	\$458.98	\$5,698,651
Utilities, Fuel, and Public Services	115	\$5,614.22	\$69,706,125
Household Furnishings and Equipment			
Household Textiles (13)	117	\$101.69	\$1,262,644
Furniture	120	\$590.18	\$7,327,726
Rugs	116	\$28.26	\$350,846
Major Appliances (14)	123	\$347.73	\$4,317,392
Housewares (15)	119	\$99.44	\$1,234,705
Small Appliances	114	\$53.72	\$666,972
Luggage	121	\$11.22	\$139,332
Telephones and Accessories	117	\$83.22	\$1,033,299
Household Operations			
Child Care	132	\$556.75	\$6,912,574
Lawn and Garden (16)	119	\$485.17	\$6,023,916
Moving/Storage/Freight Express	114	\$72.23	\$896,757
Housekeeping Supplies (17)	117	\$819.46	\$10,174,359
Insurance			
Owners and Renters Insurance	121	\$557.70	\$6,924,374
Vehicle Insurance	117	\$1,305.78	\$16,212,531
Life/Other Insurance	117	\$484.01	\$6,009,468
Health Insurance	116	\$3,924.70	\$48,729,085
Personal Care Products (18)	118	\$513.16	\$6,371,436
School Books and Supplies (19)	122	\$200.11	\$2,484,539
Smoking Products	105	\$429.08	\$5,327,415
Transportation		•	, , ,
Payments on Vehicles excluding Leases	123	\$2,562.61	\$31,817,397
Gasoline and Motor Oil	118	\$3,640.64	\$45,202,159
Vehicle Maintenance and Repairs	117	\$1,213.17	\$15,062,671
Travel	11,	7-,,	420,002,071
Airline Fares	119	\$544.91	\$6,765,657
Lodging on Trips	120	\$558.51	\$6,934,436
Auto/Truck Rental on Trips	122	\$29.33	\$364,223

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- (1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.
- (3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers...
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Cibolo, Texas, United States Ring Band: 3 - 5 mile radius Prepared by Esri Latitude: 29.56162 Longitude: -98.22696

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Up and Coming Families (7A)	26.5%	Population	42,594	48,714
Soccer Moms (4A)	25.8%	Households	15,186	17,245
Middleburg (4C)	7.6%	Families	11,430	12,946
Down the Road (10D)	6.4%	Median Age	35.3	35.1
Boomburbs (1C)	6.3%	Median Household Income	\$75,696	\$81,247
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		114	\$2,303.35	\$34,978,746
Men's		113	\$453.09	\$6,880,652
Women's		112	\$764.57	\$11,610,803
Children's		122	\$394.06	\$5,984,263
Footwear		115	\$491.56	\$7,464,798
Watches & Jewelry		114	\$118.20	\$1,795,054
Apparel Products and Services (1)		114	\$81.86	\$1,793,034
Computer		117	\$01.00	Ψ1,243,177
Computers and Hardware for Home	lso	116	\$201.33	¢2 0E7 271
•	use	117	\$201.33 \$5.52	\$3,057,371
Portable Memory Computer Software		117	\$14.67	\$83,754 \$222,735
·				
Computer Accessories		113 114	\$20.11 \$3,337.69	\$305,411
Entertainment & Recreation Fees and Admissions		114		\$50,686,121
			\$683.26	\$10,375,999
Membership Fees for Clubs (2)	wine	113 125	\$217.18	\$3,298,141
Fees for Participant Sports, excl. T	•	109	\$112.02	\$1,701,066
Tickets to Theatre/Operas/Concert	LS		\$57.74	\$876,909
Tickets to Movies/Museums/Parks Admission to Sporting Events, exc	l Trino	122 113	\$81.41 \$60.30	\$1,236,318 \$915,713
Fees for Recreational Lessons	i. iiips	125	\$153.87	
Dating Services		106	\$153.87	\$2,336,735 \$11,117
TV/Video/Audio		111		
Cable and Satellite Television Serv	vicos	111	\$1,338.98 \$982.25	\$20,333,808 \$14,916,465
Televisions	ices	116	\$127.08	\$1,929,842
Satellite Dishes		135	\$1.97	\$29,943
VCRs, Video Cameras, and DVD Pl	avers	115	\$9.34	\$141,848
Miscellaneous Video Equipment	ayers	129	\$9.91	\$150,463
Video Cassettes and DVDs		114	\$21.02	\$319,243
Video Game Hardware/Accessories	2	115	\$29.53	\$448,378
Video Game Software	,	118	\$16.32	\$247,765
Streaming/Downloaded Video		119	\$21.61	\$328,233
Rental of Video Cassettes and DVI)e	119	\$19.47	\$295,746
Installation of Televisions	,	129	\$1.19	\$18,017
Audio (3)		116	\$95.26	\$1,446,569
Rental and Repair of TV/Radio/Sou	ınd Fauinment	103	\$4.04	\$61,296
Pets	a _qa.poc	114	\$612.19	\$9,296,723
Toys/Games/Crafts/Hobbies (4)		117	\$133.36	\$2,025,252
Recreational Vehicles and Fees (5)		123	\$131.98	\$2,004,192
Sports/Recreation/Exercise Equipme	nt (6)	121	\$199.90	\$3,035,744
Photo Equipment and Supplies (7)	(0)	120	\$65.99	\$1,002,169
Reading (8)		108	\$141.73	\$2,152,277
Catered Affairs (9)		117	\$30.29	\$459,957
Food		114	\$9,168.66	\$139,235,270
Food at Home		112	\$5,584.04	\$84,799,208
Bakery and Cereal Products		111	\$746.62	\$11,338,154
Meats, Poultry, Fish, and Eggs		112	\$1,244.21	\$18,894,610
Dairy Products		110	\$584.33	\$8,873,703
Fruits and Vegetables		112	\$1,073.41	\$16,300,830
Snacks and Other Food at Home (10)	113	\$1,935.46	\$29,391,911
Food Away from Home	,	116	\$3,584.62	\$54,436,061

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$7,960.93	\$120,894,734
Value of Retirement Plans	107	\$28,021.46	\$425,533,862
Value of Other Financial Assets	103	\$1,168.76	\$17,748,860
Vehicle Loan Amount excluding Interest	120	\$2,927.47	\$44,456,550
Value of Credit Card Debt	112	\$638.24	\$9,692,305
Health			
Nonprescription Drugs	109	\$135.65	\$2,060,020
Prescription Drugs	108	\$451.30	\$6,853,391
Eyeglasses and Contact Lenses	109	\$97.37	\$1,478,603
Home			
Mortgage Payment and Basics (11)	121	\$10,395.06	\$157,859,442
Maintenance and Remodeling Services	114	\$2,006.25	\$30,466,907
Maintenance and Remodeling Materials (12)	118	\$428.82	\$6,512,128
Utilities, Fuel, and Public Services	111	\$5,426.95	\$82,413,603
Household Furnishings and Equipment			
Household Textiles (13)	112	\$97.94	\$1,487,261
Furniture	117	\$572.84	\$8,699,181
Rugs	111	\$26.99	\$409,891
Major Appliances (14)	117	\$331.64	\$5,036,288
Housewares (15)	115	\$96.58	\$1,466,698
Small Appliances	111	\$52.19	\$792,588
Luggage	117	\$10.80	\$163,998
Telephones and Accessories	114	\$80.95	\$1,229,271
Household Operations			
Child Care	128	\$543.41	\$8,252,161
Lawn and Garden (16)	112	\$455.82	\$6,922,083
Moving/Storage/Freight Express	113	\$71.52	\$1,086,036
Housekeeping Supplies (17)	113	\$790.94	\$12,011,141
Insurance			
Owners and Renters Insurance	113	\$523.41	\$7,948,547
Vehicle Insurance	113	\$1,268.14	\$19,257,902
Life/Other Insurance	110	\$457.56	\$6,948,557
Health Insurance	111	\$3,748.93	\$56,931,266
Personal Care Products (18)	115	\$498.65	\$7,572,513
School Books and Supplies (19)	119	\$194.79	\$2,958,009
Smoking Products	101	\$414.83	\$6,299,659
Transportation			
Payments on Vehicles excluding Leases	119	\$2,485.06	\$37,738,172
Gasoline and Motor Oil	115	\$3,538.36	\$53,733,589
Vehicle Maintenance and Repairs	113	\$1,170.97	\$17,782,348
Travel			
Airline Fares	115	\$522.67	\$7,937,317
Lodging on Trips	114	\$530.16	\$8,050,997
		\$28.14	
Auto/Truck Rental on Trips	117	\$20.14	\$427,294

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Cibolo Trade Area Cibolo, Texas, United States Ring Band: 5 - 10 mile radius Prepared by Esri Latitude: 29.56162 Longitude: -98.22696

Up and Comming Familites (?A) 21.4% Population 202,687 224 Home Improvement (AB) 20.2% Huseholds 70,398 77.7 American Dreamers (?C) 11.8% Families 15,814 55,814 Middleburg (AC) 7.6% Median Age 35,2 2. Bright Young Professionals (8C) 6.2% Median Household Income 360,375 988 Apparel and Services 96 \$1,924,375 \$133,507 \$22,705 Men's 95 \$379,50 \$22,705 \$22					
Home Improvement (48)			2 .		202
American Dreamers (7C) 11.8% Families 51,814 55, Middlehurg (4C) 7.5% Median Age 35.2 3.8 Bright Young Professionals (8C) 6.2% Median Household Income \$60,375 \$88, Median Household Income \$60,375 \$88, Median Age 35.2 3.8 Median Age 35.2 \$1.2 Median Age 35.2 Median			•		224,76
Middleburg (4C) 7.6% Median Age 55.2 FS68 Bright Young Professionals (8C) 6.2% Median Household Income \$6,375 \$588 Apparel and Services 96 \$1,974,32 \$135,467 T Men's 95 \$379,50 \$26,716 \$40,875 \$42,746 \$45,266 \$45,246 \$45,246 \$45,246 \$45,246 \$45,246 \$45,246 \$45,246 \$45,246 \$45,246 \$45,276 \$60,000 \$22,763 \$45,846 \$45,266 \$40,929 \$46,556 \$45,846 \$45,266 \$40,929 \$5 \$40,059 \$22,763 \$60,966 \$40,929 \$6 \$69,17 \$4,869 \$60,966 \$40,927 \$41,25 \$40,869 \$60,966 \$40,927 \$41,25 \$40,869 \$60,966 \$40,917 \$41,869 \$40,948 \$40,948 \$40,948 \$40,948 \$40,948 \$40,948 \$40,948 \$40,948 \$40,948 \$41,194 \$40,948 \$41,194 \$40,948 \$41,194 \$40,948 \$40,948 \$41,294 <t< td=""><td>Home Improvement (4B)</td><td>20.2%</td><td>Households</td><td>70,398</td><td>77,60</td></t<>	Home Improvement (4B)	20.2%	Households	70,398	77,60
Bright Young Professionals (8C) 6.2% Median Household Income \$60,375 \$68.	American Dreamers (7C)	11.8%	Families	51,814	56,86
Spending Potential Average Amount Tradex Spent Tradex Spent Tradex Spent Start Sta	Middleburg (4C)	7.6%	Median Age	35.2	35
Spending Potential Average Amount Tradex Spent Tradex Spent Tradex Spent Start Sta	5 \ ,	6.2%	<u> </u>	\$60,375	\$68,39
Name	3 3 , ,				· ,
Apparel and Services 96 \$1,924,22 \$1315,467,67 Men's 95 \$379,50 \$26,767,67 Women's 94 \$645,56 \$45,46,67 Children's 100 \$22,24 \$22,705,67 Footwear 95 \$408,59 \$28,763,67,63 Watches & Bewelry 95 \$98,96 \$6,936,67,63 Apparel Products and Services (1) 96 \$69,17 \$44,869,67,63 Computer 8 \$170,24 \$11,994,79 Portable Memory 99 \$44,64 \$326,67 Computer Software 97 \$12,55 \$883,71 Computer Accessories 97 \$17,17 \$1,208,01 Fees and Admissions 99 \$573,21 \$1,935,95 Fees and Admissions 99 \$573,21 \$40,352,95 Fees for Participant Sports, excl. Trips 105 \$94,35 \$6,684 Fees for Participant Sports, excl. Trips 105 \$94,35 \$6,684 Tickets to Movies/Museums/Parks 103 \$68,38 \$4,813,19 <td></td> <td></td> <td></td> <td></td> <td>Tot</td>					Tot
Mens	Annarel and Services			-	
Women's 94 \$645.56 \$45,45.6 Children's 100 \$322.54 \$22,706 Footwear 95 \$408.59 \$28,763 Watches & Jewelry 96 \$99.17 \$45,809 Apparel Products and Services (1) 96 \$98.91.7 \$45,809 Computer Software 98 \$170.24 \$11,984 Computer Software 97 \$12.55 \$883 Computer Accessories 97 \$17.17 \$12.08 Membership Fees for Clubs (2) 96 \$183.39 \$12.950 Fees for Participant Sports, excl. Trips 105 \$94.35 \$56,642 Tickets to Movies/Museums/Parks 103 \$68.38 \$41,813 Admission to Sporting Events, excl. Trips 95 \$50.74 \$3,571 Tickets to Movies/Museums/Parks 103 \$68.38 \$40,81					
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Watches & Jewelry				·	
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Computer Accessories 97 \$17.17 \$1,208 Entertainment & Recreation 96 \$2,801.16 \$197,195 Fees and Admissions 99 \$573.21 \$40,352 Membership Fees for Clubs (2) 96 \$183.96 \$12,950 Fees for Participant Sports, excl. Trips 105 \$94.35 \$6,642 Tickets to Movies/Museums/Parks 103 \$68.38 \$4,813 Admission to Sporting Events, excl. Trips 95 \$50.74 \$3,571 Fees for Recreational Lessons 102 \$125.70 \$8,849 Dating Services 94 \$0.65 \$46 TV/Video/Audio 94 \$1,35.36 \$79,927 Cable and Satellite Television Services 93 \$353.58 \$58,844 Televisions 98 \$107.35 \$7.556 Satellite Dishes 112 \$1.63 \$114 VCRs, Video Cameras, and DVD Players 98 \$107.35 \$7.556 Sallite Dishes \$12 \$1.63 \$114 VCRs, Video Game Hardware/Accessories 9	Computer Software		97	\$12.55	\$883,2
Entertainment & Recreation 96 \$2,801.16 \$197.195 Fees and Admissions 99 \$573.21 \$40,352 Membership Fees for Clubs (2) 96 \$183.96 \$12,950 Fees for Participant Sports, excl. Trips 105 \$94.35 \$6,642 Tickets to Theatre/Operas/Concerts 94 \$49.43 \$3,479 Tickets to Movies/Museums/Parks 103 \$68.38 \$4,813 Admission to Sporting Events, excl. Trips 95 \$50.74 \$3,571 Fees for Recreational Lessons 102 \$125.70 \$8,849 Dating Services 94 \$0.65 \$46 TV/Video/Audio 94 \$1,135.36 \$79,927 Cable and Satellite Television Services 93 \$835.88 \$58,844 Televisions 98 \$170.35 \$7,556 Satellite Dishes 112 \$1.63 \$114 VCRS, Video Cameras, and DVD Players 98 \$7.73 \$558.44 Video Cassestes and DVD 96 \$17.74 \$1.24 Video Game Hardware/Accessories<	Computer Accessories		97	\$17.17	\$1,208,7
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VCRs, Video Cameras, and DVD Players 98 \$7.93 \$558, Miscellaneous Video Equipment 107 \$8.24 \$579, Video Cassettes and DVDs 96 \$17.74 \$1,248, Video Game Hardware/Accessories 95 \$24.38 \$1,716, Video Game Hardware/Accessories 95 \$24.38 \$1,716, Video Game Software 98 \$13.52 \$951, Streaming/Downloaded Video 100 \$18.18 \$1,279, Rental of Video Cassettes and DVDs 100 \$16.32 \$1,149, Installation of Televisions 105 \$0.97 \$68, Audio (3) \$97 \$79.72 \$5,612, Rental and Repair of TV/Radio/Sound Equipment 89 \$3.50 \$246, Pets \$6 \$512.67 \$36,091, Toys/Games/Crafts/Hobbies (4) \$97 \$110.52 \$7,7800, Recreational Vehicles and Fees (5) \$99 \$106.42 \$7,491, Sports/Recreation/Exercise Equipment (6) \$98 \$161.77 \$11,388, Photo Equipment and Supplies (7) \$99 \$54.76 \$3,855, Reading (8) Food 95 \$7,699.73 \$542,045, Photo Equipment and Supplies (7) \$98 \$25.48 \$1,793, Photo Equipment and Supplies (7) \$98 \$25.48 \$1,793, Photo Equipment (6) \$98 \$1,249, Photo Equipment (6) \$98	Televisions			·	\$7,556,8
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Video Game Hardware/Accessories 95 \$24.38 \$1,716, Video Game Software 98 \$13.52 \$951, Streaming/Downloaded Video 100 \$18.18 \$1,279, Rental of Video Cassettes and DVDs 100 \$16.32 \$1,149, Rental of Video Cassettes and DVDs 100 \$16.32 \$1,149, Rental of Televisions 105 \$0.97 \$68, So.97 \$68, So.97 \$68, So.91, Rental and Repair of TV/Radio/Sound Equipment 89 \$3.50 \$246, Pets 96 \$512.67 \$36,091, Toys/Games/Crafts/Hobbies (4) 97 \$110.52 \$7,780, Recreational Vehicles and Fees (5) 99 \$106.42 \$7,491, Sports/Recreation/Exercise Equipment (6) 98 \$161.77 \$11,388, Photo Equipment and Supplies (7) 99 \$54.76 \$3,855, Reading (8) \$25.48 \$1,793, Food \$8 \$25.48 \$1,793, Food \$60 \$60 \$8,515, Good at Home \$60	Miscellaneous Video Equipment		107	\$8.24	\$579,9
Video Game Hardware/Accessories 95 \$24.38 \$1,716, Video Game Software 98 \$13.52 \$951, Streaming/Downloaded Video 100 \$18.18 \$1,279, Streaming/Downloaded Video 100 \$18.18 \$1,279, Streaming/Downloaded Video 100 \$16.32 \$1,149, Streaming/Downloaded Video \$105 \$0.97 \$688, St.29, St.29 \$1,49, St.29 \$1,20, St	Video Cassettes and DVDs		96	\$17.74	\$1,248,7
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	•				\$33,813,6

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Cibolo Trade Area Cibolo, Texas, United States Ring Band: 5 - 10 mile radius Prepared by Esri Latitude: 29.56162 Longitude: -98.22696

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	91	\$6,818.47	\$480,006,807
Value of Retirement Plans	90	\$23,689.31	\$1,667,679,806
Value of Other Financial Assets	90	\$1,012.43	\$71,272,863
Vehicle Loan Amount excluding Interest	100	\$2,437.37	\$171,585,666
Value of Credit Card Debt	94	\$537.70	\$37,853,286
Health			
Nonprescription Drugs	92	\$114.79	\$8,080,818
Prescription Drugs	92	\$383.79	\$27,018,131
Eyeglasses and Contact Lenses	92	\$82.33	\$5,795,602
Home			
Mortgage Payment and Basics (11)	102	\$8,727.14	\$614,373,472
Maintenance and Remodeling Services	96	\$1,684.20	\$118,564,008
Maintenance and Remodeling Materials (12)	97	\$352.28	\$24,799,587
Utilities, Fuel, and Public Services	94	\$4,598.57	\$323,730,481
Household Furnishings and Equipment			
Household Textiles (13)	95	\$82.54	\$5,810,491
Furniture	98	\$483.16	\$34,013,276
Rugs	94	\$23.03	\$1,621,174
Major Appliances (14)	99	\$279.82	\$19,698,615
Housewares (15)	98	\$81.54	\$5,739,908
Small Appliances	94	\$44.23	\$3,113,526
Luggage	99	\$9.14	\$643,408
Telephones and Accessories	95	\$67.91	\$4,780,543
Household Operations			
Child Care	103	\$437.63	\$30,808,237
Lawn and Garden (16)	95	\$385.16	\$27,114,342
Moving/Storage/Freight Express	97	\$61.57	\$4,334,662
Housekeeping Supplies (17)	95	\$665.48	\$46,848,418
Insurance			
Owners and Renters Insurance	95	\$440.15	\$30,985,426
Vehicle Insurance	96	\$1,073.18	\$75,549,499
Life/Other Insurance	93	\$386.75	\$27,226,705
Health Insurance	94	\$3,179.44	\$223,826,326
Personal Care Products (18)	97	\$419.70	\$29,545,851
School Books and Supplies (19)	98	\$161.26	\$11,352,697
Smoking Products	85	\$347.32	\$24,450,357
Transportation			
Payments on Vehicles excluding Leases	99	\$2,071.04	\$145,796,814
Gasoline and Motor Oil	97	\$2,970.79	\$209,137,502
Vehicle Maintenance and Repairs	96	\$988.91	\$69,617,048
Travel			, ,
Airline Fares	97	\$440.38	\$31,001,778
Lodging on Trips	96	\$446.35	\$31,422,011
Auto/Truck Rental on Trips	100	\$23.98	\$1,688,366
Auto/ Huck Actitui on Hips			

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Cibolo Trade Area Cibolo, Texas, United States Ring Band: 5 - 10 mile radius Prepared by Esri Latitude: 29.56162 Longitude: -98.22696

- (1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.
- (3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers...
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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